

1 of 5

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1645

50 = 3.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	M-F	5A-6A		NEWS	:30	\$325.00	09/17-09/28	5	2	10	\$3,250.00	
Buyline Comment: NEWS												
2	M-F	5A-6A			:30	\$450.00	10/01-10/19	5	3	15	\$6,750.00	
Buyline Comment: NEWS												
3	M-F	6A-7A			:30	\$700.00	10/01-10/19	10	3	30	\$21,000.00	
Buyline Comment: NEWS												
4	M-F	6A-7A			:30	\$650.00	09/17-09/28	10	2	20	\$13,000.00	
Buyline Comment: NEWS												
5	M-F	7A-9A			:30	\$850.00	09/17-09/28	10	2	20	\$17,000.00	
Buyline Comment: TODAY												
6	M-F	7A-9A			:30	\$900.00	10/01-10/19	10	3	30	\$27,000.00	
Buyline Comment: TODAY												
7	M-F	9A-10A			:30	\$425.00	10/01-10/19	5	3	15	\$6,375.00	
Buyline Comment: TODAY II												
8	M-F	9A-10A			:30	\$350.00	09/17-09/28	5	2	10	\$3,500.00	
Buyline Comment: TODAY II												
9	M-F	9A-10A			:30	\$325.00	09/17-10/19	5	5	25	\$8,125.00	
Buyline Comment: RR												
10	M-F	12P-1230P			:30	\$425.00	09/17-10/19	5	5	25	\$10,625.00	
Buyline Comment: NEWS												

Rep Order# 6832443 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104398

Last Received: 07/12/2012 4:07 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP. JEWISH COALITI
Product REP JEWISH COALITION
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, S#300
PRINCETON, NJ 08540
Agency C/P1/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-F	1230P-1P	AGENDA	:30	\$325.00	09/17-10/19	5	5	25	\$8,125.00	
				Buyline Comment: AGENDA								
	12	M-F	2P-3P	DRS	:30	\$325.00	09/17-10/19	5	5	25	\$8,125.00	
				Buyline Comment: DRS								
	13	M-F	3P-4P	PHIL	:30	\$450.00	09/17-10/19	5	5	25	\$11,250.00	
				Buyline Comment: PHIL								
	14	M-F	4P-430P	NEWS	:30	\$600.00	09/17-09/28	5	2	10	\$6,000.00	
				Buyline Comment: NEWS								
	15	M-F	4P-430P	NEWS	:30	\$725.00	10/01-10/19	5	3	15	\$10,875.00	
				Buyline Comment: NEWS								
	16	M-F	430P-5P	NEWS	:30	\$725.00	10/01-10/19	5	3	15	\$10,875.00	
				Buyline Comment: NEWS								
	17	M-F	430P-5P	NEWS	:30	\$700.00	09/17-09/28	5	2	10	\$7,000.00	
				Buyline Comment: NEWS								
	18	M-F	5P-630P	NEWS	:30	\$1,000.00	09/17-09/28	5	2	10	\$10,000.00	
				Buyline Comment: NEWS								
	19	M-F	5P-630P	NEWS	:30	\$1,200.00	10/01-10/19	5	3	15	\$18,000.00	
				Buyline Comment: NEWS								
	20	M-F	630P-730P	WH/JEP	:30	\$1,300.00	10/01-10/19	5	3	15	\$19,500.00	
				Buyline Comment: WH/JEP								
	21	M-F	630P-730P	WH/JEP	:30	\$1,000.00	09/17-09/28	5	2	10	\$10,000.00	
				Buyline Comment: WH/JEP								

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 5 MAPLETON ROAD, S#300
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	SU	7A-8A	SUN TODAY	:30	\$625.00	09/23-09/30	2	2	4	\$2,500.00	
	Buyline Comment: SUN TODAY											
	34	SU	930A-10A	CM	:30	\$500.00	09/23-09/30	1	2	2	\$1,000.00	
	Buyline Comment: CM											
	35	SU	930A-10A	CM	:30	\$600.00	10/07-10/21	1	3	3	\$1,800.00	
	Buyline Comment: CM											
	36	SU	830P-930P	NEWS AFT SNF	:30	\$1,800.00	10/07-10/21	1	3	3	\$5,400.00	
	Buyline Comment: NEWS AFT SNF											
	37	SU	830P-930P	NEWS AFT SNF	:30	\$1,600.00	09/23-09/30	1	2	2	\$3,200.00	
	Buyline Comment: NEWS AFT SNF											
	38	SA	5P-630P	NEWS	:30	\$650.00	09/22-09/29	1	2	2	\$1,300.00	
	Buyline Comment: NEWS											
	39	SA	5P-630P	NEWS	:30	\$675.00	10/06-10/20	1	3	3	\$2,025.00	
	Buyline Comment: NEWS											
	40	SA	630P-730P	WH/JEP	:30	\$525.00	10/06-10/20	1	3	3	\$1,575.00	
	Buyline Comment: WH/JEP											
	41	SA	630P-730P	WH/JEP	:30	\$500.00	09/22-09/29	1	2	2	\$1,000.00	
	Buyline Comment: WH/JEP											

--REPORT TOTALS--
 Report Totals: 475 / \$313,025.00

--SALES MONTHLY TOTALS--

Station KSNV-TV LAS VEGAS, NV. Agency () JAMESTOWN ASSOC Rep Firm
 Advertiser () REP. JEWISH COALITI 5 MAPLETON ROAD, S#300 Sales Office () PHILADELPHIA
 Product REP JEWISH COALITION PRINCETON, NJ 08540 Salesperson () AMY MCCREARY
 Estimate# Agency C/P1/P2/E Flight Dates 09/17/2012 - 10/21/2012 Salesperson Phone# 215-568-6540
 Buyer LAURA LANCASTER Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

Sep 12: 190 / \$117,650.00 Oct 12: 285 / \$195,375.00
 Sales Totals: 475 / \$313,025.00
 Station Totals: 475 / \$313,025.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$1,203,942	CATV 0%	KBIR 0%	KINC 0%	KLAS 29%	KSNV 26%
		KTNV 20%	KTUD 1%	KVCW 2%	KVMY 6%	KVVU 16%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES
 Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE